

Successful Horizon 2020 Dissemination/Exploitation and Communication strategies

Course leader:

NIKOLAOS FLORATOS



*European Commission
Expert in Project
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services, Cyberall Access Ltd. Mr. Floratos mainly delivers courses on Successful Planning and Management of European Funded Projects as well as Effective Dissemination and Exploitation of European funded projects. He has also been engaged as expert from the European Commission on evaluating proposals requesting EC funding as well as reviewing EU projects since 2003 and he has managed so far more than seventy EU projects since 1997. He presents the most suitable mix as an EC expert and project manager with teaching experience. He has worked in six European countries and has cooperated and trained hundreds of individuals and organizations in successful proposal writing as well as project management of European funded projects.

*Master Exploitation/Dissemination and Communication
Strategies for Horizon 2020*

09:00 - 10:30

Remove the dust and fully clarify

- What is dissemination in Horizon 2020?
- What is communication in Horizon 2020?
- What is exploitation in Horizon 2020?
- What is sustainability in Horizon 2020?

10:30 - 11:00

Coffe Break

11:00 - 12:30

How can I prepare an effective and convincing communication strategy for an Horizon 2020 project?

- Step by step approach based on the O.T.H.E.R.TM method for preparing an effective and convincing communication strategy for Horizon 2020 projects / proposals

12:30 - 13:30

Lunch Break

13:30 - 15:00

How can I prepare an effective and convincing exploitation/dissemination strategy for Horizon 2020 results?

- Step by step approach based on the R.I.S.K.L.E.S.TM method for preparing an effective and convincing exploitation/dissemination strategy for Horizon 2020 results

15:00 - 15:30

Coffe Break

15:30 - 17:00

How can I have my own communication or exploitation / dissemination strategy completed?

- Hands on Practice: Prepare with the support of experts a professional and convincing communication and / or an exploitation / dissemination strategy for your Horizon 2020 project or proposal

Venue: Science14 Atrium, Rue de La Science 14b (Brussels)



for education and social research

European Academy for Education and social research

is an institution addressed at developing a better Europe through the knowledge sharing and a research based use of the Information and Communication Technologies. The European Academy for education and social Research achieves its education aim through the European Projects Academy. The social research, instead, is conducted through the My Europa platform that is based on the results of a research project of the European Projects Association. The European Projects Academy is an educational programme created by the European Academy for Education and Social Research in collaboration with the European Projects Association. The courses are tailored to provide a collaborative and stimulating environment for leaning through in-class lectures, case studies and workshops led by professors, project managers, consultants and European affair advisors. Each course also includes individual work on My Europa platform (www.my-europa.eu), that is a web-based lifelong eLearning platform designed to develop European projects. The My Europa platform fosters the use of the Information and Communication Technologies in order to create a new generation of professionals able to use the European funds more efficiently, enhancing the absorption capacity of the involved stakeholders and lowering the overall costs of the entire lifecycle of European projects.



European Projects Association

(EPA) is a politically independent nonprofit organization focused on research and development, innovation and internationalization of good practices in European Projects. The use of innovative information and communication technologies is a distinctive characteristic of this leading cooperation network dedicated to the European projects stakeholders. EPA supports the goals of organizations, experts and individuals with a complete set of ICT tools on My Europa platform and services that foster development, effective implementation and efficient dissemination of EU projects. EPA is a recognized innovative actor at the European level as a point in which knowledge and experience meet to create an ideal multimedia environment for the development of European projects.



Informo association is a non-profit organization working to encourage employment through various forms of education, organization of seminars and consultations. As a non-profit organization, Informo acts with an aim to improve the life conditions of the Croatian citizens in various areas with a special attention to the youth and the unemployed. In addition, Informo performs consultations in regards to preparation and implementation of projects which apply for national and international funding (EU, UN, and others) and the implementation and evaluation of projects financed by EU funds, providing information services on the EU options, and other consulting services.